

REMARKS

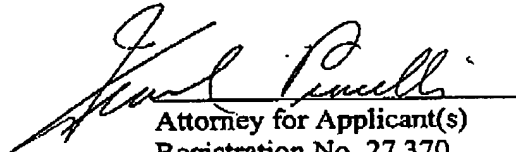
The Examiner, in the final rejection has reiterated the rejection of claim 22 under 35 USC § 103(a) as being unpatentable over Passille ('573) in view of Beasley ('195) for the reasons set forth therein.

The Examiner, in response to Applicants previous response, stated that the features upon which Applicants rely for providing the coating only on the personal images are not recited in the claims. In this regard, while Applicants do not agree with the statement, claim 22 has been amended to specifically recite that the first official image area is capable of retaining an official postal cancellation mark. Thus, when the label is provided on the postal product in the second area, there will be a portion having a coating designed not to retain a cancellation mark and an area, the first official image area, which is designed to retain an official postal cancellation mark. Applicants respectfully submit that the distinguishing feature of the present invention is clearly set forth in the claim.

Furthermore, Applicants respectfully submit that there is no motivation for modifying Passille in view of Beasley. The teaching or suggestion to combine is an essential evidentiary component of an obvious rejection. Determining whether to combine references must be based on an objective evidence of record. There must be reasons why one of ordinary skill in the art would have been motivated to select references and to combine them to render the claimed invention obvious. See in re Lee 61 USPQ 2nd 1430. As Applicants have previously pointed out in the prior response, Beasley is directed to coating the entire structure and thus teaches away from providing a section for receiving a cancellation mark as taught and claimed by Applicants. The Passille reference is simply directed to individual personal images that are placed in conjunction with an official postage. There is no motivation or suggestion in either of the references to combine the references suggested by the Examiner.

In view of the foregoing, Applicants respectfully submit that the claim in its present form is in condition for allowance and such action is respectfully requested.

Respectfully submitted,



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